
Introduction of D'Artagnan Consulting & Overall Program Approach

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Agenda Item #5
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Why D'Artagnan Consulting?

- ◆ Partnership unified by one overarching objective – the transformation of transportation funding
- ◆ Formulated in 2011
- ◆ Brings together a world of experience:
 - ✧ RUC to eRUC in New Zealand
 - ✧ Intelligent Access Program in Australia
 - ✧ Demand Management in HK, Singapore, London, Sweden and Manchester
 - ✧ Heavy Truck Tolling in Germany
 - ✧ ABvM Technical Design in Netherlands
 - ✧ Express Travel Study for SCAG
 - ✧ RUC in Oregon & Washington
 - ✧ Revenue Mechanisms in Indiana
 - ✧ Transport Reform Network in Australia
 - ✧ WRUCC work on out-of-state charging & vetting the Oregon system



Who Are the Primary D'Artagnan Partners?

- ◆ **Steve Morello** – Senior Partner / Sr. VP
- ◆ **Dr. Travis Dunn** – Partner / VP
- ◆ **Matthew Dorfman** – Partner / VP
- ◆ **Jeff Doyle** – Principal



Who Are the Other D'Artagnan Support Staff?

- ◆ **Tim Lupfer** – Organizational Design Expertise
- ◆ **Steve Moon** – Revenue Reporting / Accounting
- ◆ **Scott Wilson** – Policy and Transition Planning
- ◆ **Team:**
 - ✧ **Shannon Crum** – Policy
 - ✧ **PRR** – Program Communications
 - ✧ **DHM Research** – Surveys and Focus Group Planning
 - ✧ **Lucas Public Affairs** – California Communications Strategy



The Road Charging Program at a Glance...

Assist TAC in shaping what will be done in the RC demonstration and what will be evaluated.

Develop methodology to approach a road charging live demonstration & independent evaluation.

Run and direct the Live Demonstration based on the agreed guiding principals and test methodology

Write and compile the independent evaluation report providing decision makers with quantifiable results of what works, what didn't and what was acceptable.

Phase 1

Phase 2

Phase 3

Phase 4

Program Plan & Approach

Assist TAC establish overall RC design and guiding principles

Develop RC live demonstration and pre-planning for desired options to be tested & independent evaluated

Conduct pilot test & evaluate RC Live demonstration, its impacts and acceptability

Report findings and independent evaluation results and conclusions/ assist in next steps

Demonstration or Pilot Test based on TAC guidance, SB1077 criteria & authorized budget / time constraints.

Program Outputs

Prepare TAC Report & Recommendations

Pilot Test Plan and Evaluation ready

Test and evaluate the preferred options

Final Test & Evaluation Report

Basis of Policy and Legislation

Time



Questions? Contact:

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